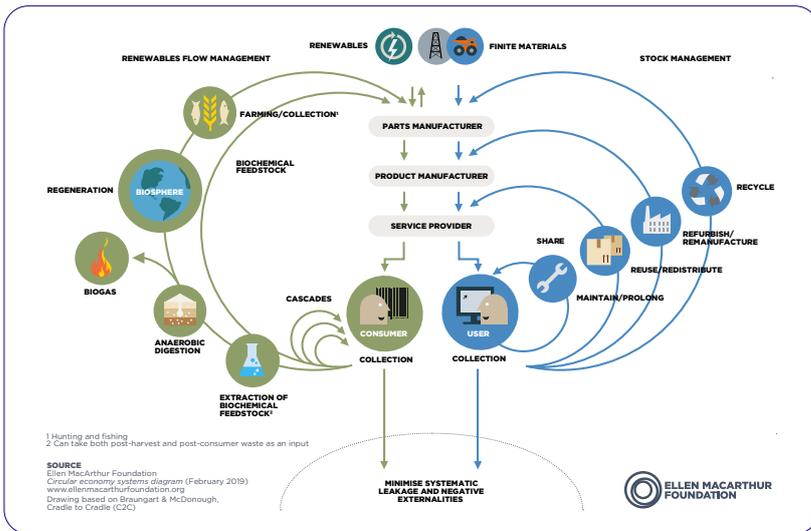# General Guidance 2

The Circular Economy

In the traditional economy, we take raw materials, make things, use them and then throw them away. This depletes resources, damages biodiversity and creates problems with pollution and waste. The circular economy model is designed to prevent waste and pollution, to keep materials in useful circulation and to regenerate nature.

The Ellen Macarthur Foundation is a superb education and ideas resource, including how to design for the circular economy.

ELLEN MACARTHUR FOUNDATION
Rethink the future

RENEWABLES   FINITE MATERIALS
RENEWABLES FLOW MANAGEMENT   STOCK MANAGEMENT
FARMING/COLLECTION¹
PARTS MANUFACTURER
BIOCHEMICAL FEEDSTOCK
PRODUCT MANUFACTURER
REGENERATION   BIOSPHERE   RECYCLE
SERVICE PROVIDER   REFURBISH/REMANUFACTURE
SHARE   REUSE/REDISTRIBUTE
BIOGAS   MAINTAIN/PROLONG
CASCADES   CONSUMER   USER
ANAEROBIC DIGESTION   COLLECTION   COLLECTION
EXTRACTION OF BIOCHEMICAL FEEDSTOCK²

1 Hunting and fishing
2 Can take both post-harvest and post-consumer waste as an input

SOURCE
Ellen MacArthur Foundation
Circular economy systems diagram (February 2019)
www.ellenmacarthurfoundation.org
Drawing based on Braungart & McDonough,
Cradle to Cradle (C2C)

MINIMISE SYSTEMATIC LEAKAGE AND NEGATIVE EXTERNALITIES

ELLEN MACARTHUR FOUNDATION

Doughnut Economics developed by Kate Raworth, goes even wider, addressing not just the extent to which we are overusing resources and adding pollutants but also the shortfall for meeting peoples' basic needs.

The Circular Economy and Doughnut Economics both contribute towards achieving the UN SDGs.
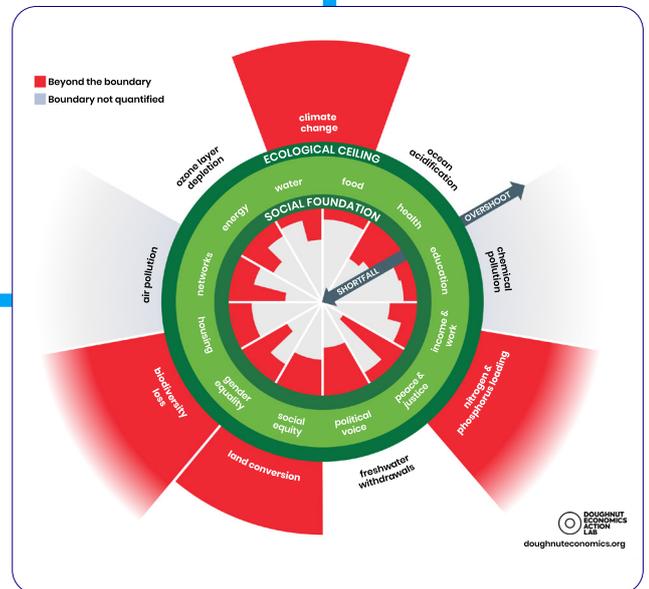
DOUGHNUT ECONOMICS ACTION LAB

'How-to' support

Other organisations offer practical 'how to' information that you can use directly in your business or use to understand how particular aspects of the bigger picture apply to your business. Again, a short selection to get you started without breaking your budget as you learn.

Future-fit Business brings together free resources and sets out a clear route for businesses to align themselves to the UN SDGs.

WRAP works on improving the sustainability of supply chains, collaborating with businesses at all stages and with relevant trade associations. Their current key areas are food and drink (which includes hospitality), textiles and plastic packaging, as well as collections and recycling. They offer free tools, guides, reports and case studies as part of their knowledge-sharing to support their aims.

Edie is a source of news, explainers, reports and other resources for people interested in sustainability.

Future-Fit Business   **wrap**   **edie** empowering sustainable business.

Beyond the boundary
Boundary not quantified

climate change
ozone layer depletion   ocean acidification
ECOLOGICAL CEILING
water   food
energy   SOCIAL FOUNDATION   health   OVERSHOOT
air pollution   networks   education   chemical pollution
SHORTFALL
housing   income & work
biodiversity loss   gender equality   social equity   political voice   peace & justice   nitrogen & phosphorus loading
land conversion   freshwater withdrawals

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doughnuteconomics.org

For more information on this topic, please visit **fespa.com/sustainabilityspotlight** to access our FREE online resource centre where you will find videos, podcasts and blogs covering key topics affecting transformation.